

RJ REYNOLDS

TOBACCO COMPANY

J. Campbell
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July 17, 1997



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Mr. D. Cook

CONSOLIDATED INDUSTRIES

SEPTEMBER DORAL B2G1F PROMOTION #701143

Dear Don:

I have ordered **796** SKUs of Doral Shipper Displays (item #530030) for you to pack this promotion for McLane-Northeast. The shipping company has been instructed to call ahead prior to delivery for an appointment. Attached are the individual breakdowns for assembly of this product by state. Please request product from McLane when you are ready to begin assembling the displays. *Note: Product is 'pre-sleeved' B2G1F (no sleeve assembly required).*

All displays will need to be back at McLane no later than **September 15th** in order for McLane to begin shipping displays to retail.

Product Arrival @ McLane: **August 25, 1997**

Displays Arrival @ Consolidated: **August 28, 1997**

DORAL BRAND STYLE	#/ (6M) Cases B2G1F
Light	53
Light Men 100	53
Light 100	53
FF 100	27

DISPLAY DETAIL

*EACH PRE-SLEEVED 6M CASE CONTAINS **30** WHITE CARTONS.*

*EACH WHITE CARTON CONTAINS **3** PRE-SLEEVED B2G1F DEALS, PLUS **1** LOOSE LIVE PACK.*

*EACH DISPLAY CONTAINS **7** WHITE CARTONS OR '**21** B2G1F OFFERS'.*

*THIS EQUATES TO **4.9** CARTONS PER DISPLAY*

CONTACT P. COX TO DETERMINE WHETHER AN ADDITIONAL 'LIVE' PACK SHOULD BE ADDED TO EACH DISPLAY (THIS WOULD EQUATE TO 5 CARTONS PER DISPLAY FOR BILLING PURPOSES).

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PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED 'RETAILER LETTER'
(USE ENCLOSED 'RETAILER LETTER' TO MAKE NECESSARY COPIES)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

I appreciate your assistance, and if you have any questions, please call.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / #1610
/jc
w/ State Display List
cc: P. Cox

VAPB2G1F.DOC

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE CHAIN MANAGERS

McLANE NE

SEPTEMBER: DORAL B2G1F / PROMOTION #701143

RETAIL DISTRIBUTION DATE: 9/15/97

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ ATLANTIC/ SUNOCO	264	See List	286	1	2	22			2	3	93		160	3	
BP OIL	45	See List	46										46		
COASTAL MART	35	1	35							9			26		
COOKS CONVENIENCE	6	See List	9								9				
CONVENIENCE EXPRESS	5	1	5								5				
COUNTRY FAIR	70	See List	89								13	8	68		
DAIRY MART	27	1	27										27		
EXPRESS MART / PETR-ALL	36	See List	40								40				
F.L. ROBERTS	16	See List	18	5		13									
KRAUSZERS	10	1	10	10											
MANLEY'S MART	9	See List	25								25				
MOBIL	97	1	97	10		21			11	9	39		4	3	
7/11 - HANDEE MART	23	1	23				1					9	13		
SUGARCREEK	40	1	40								40				
SUNRISE FOOD	16	See List	17								17				
INDEPENDENTS & SMALL CHAINS	25	See List	29	1		3	2		1	3	15		4		
TOTALS	724		796	27	2	59	3	0	14	24	296	17	348	6	0

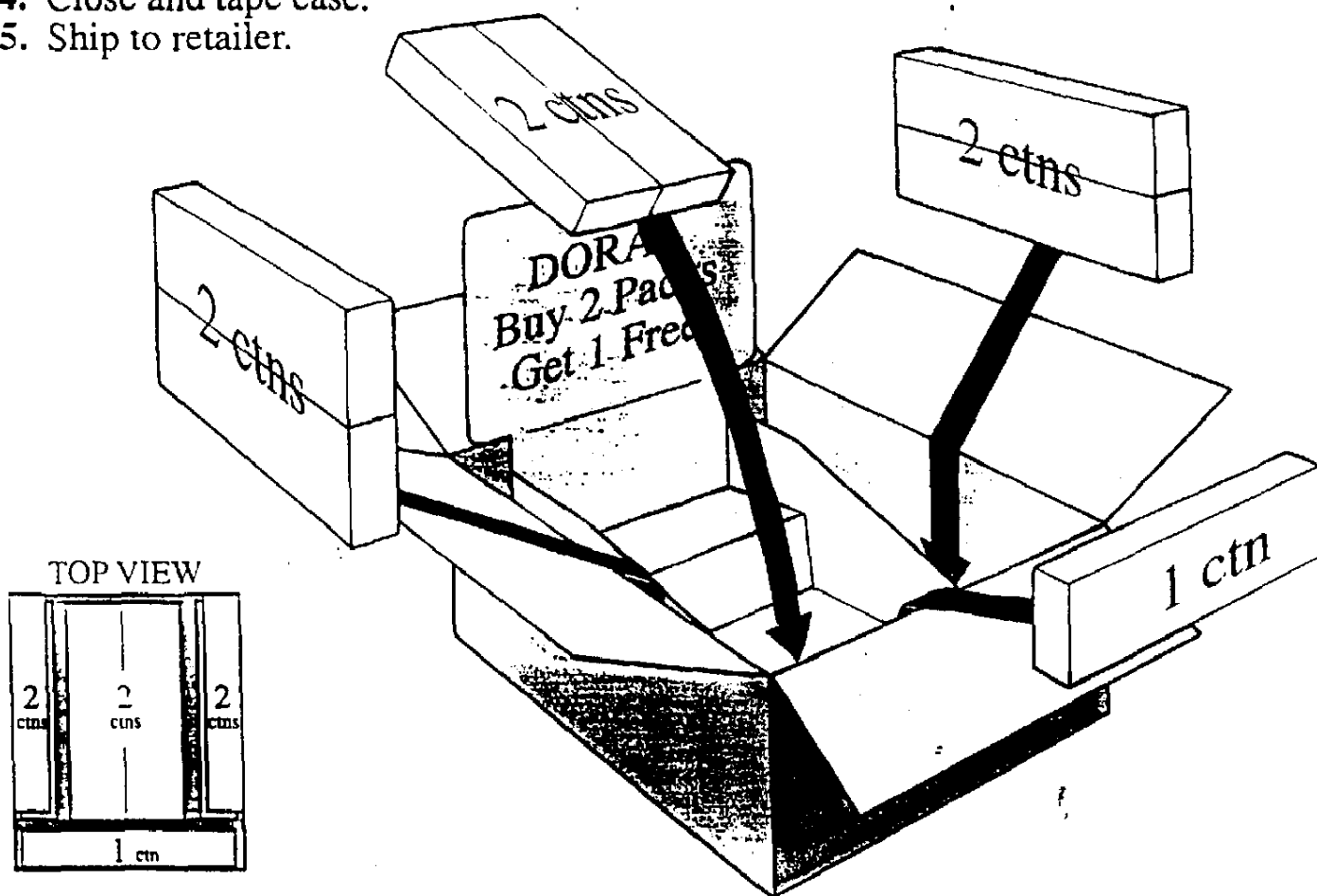
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR '97

September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #530030

Description: DORAL September B2G1F Display/POS Kit

Brand Style	<i>LIGHT</i>	<i>LT MEN 100</i>	<i>LIGHT 100</i>	<i>ff 100</i>		
Number of Cartons	<i>2</i>	<i>2</i>	<i>2</i>	<i>1</i>		

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09/22/97

ACCOUNT NUMBER: 375878	MC LANE-NORTHEAST
VOUCHER NUMBER: 15370848	2828 MCLANE RD
DATE WRITTEN: 09/22/97	ATT: PAUL COX
STATUS: PAID	BALDWINVILLE , NY 13027
AMOUNT PAID: 911.40	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	65.10	911.40

EXPLANATION: SEPTEMBER: DORAL B2G1F PROMOTION #701143/SHARON SCHWALM

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